

APRYL FRYE

Executive, Operations & Creative Assistant

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PROFILE

Versatile Executive, Operations & Creative Assistant recognized for organized systems, thoughtful communication, and dependable follow-through. Experienced in supporting women-led founders and CEOs across wellness, advocacy, and education. Brings a steady balance of structure and creative insight, with the ability to learn quickly, adapt easily, and keep complex workflows running smoothly.

WORK EXPERIENCE

SCREENAGERS

OCT 2023 – PRESENT

Virtual Assistant to CEO & Tech Support

- Support CEO with client communications, including responding to inquiries and advancing licensing conversations with prospective schools and organizations.
- Assist with onboarding for The Screenagers Project, backend system operations, and technical support for screenings and member access, alongside general administrative support as needed.
- Lead education policy and funding research and campaign contact gathering, including press list development and distribution via CisionOne.
- Maintain and update websites for Screenagers, Starhouse Media, Away for the Day, and Screen-Free Sleep.
- Conduct research, quality checks, and verification for documentary films.

The Screenagers films have been licensed for 20,000+ screenings and featured in major media outlets including Forbes, NPR, and Good Morning America.

WHITE DAKINI

DEC 2022 – SEP 2025

Executive Assistant & Creative Director

- Supported the founder across full-scale operations, creative direction, copywriting, and overall business expansion.
- Managed email, calendar, client sessions, and event scheduling across Acuity and other booking platforms.
- Wrote and managed ongoing content across social media, newsletters, and blogs, including copywriting for launches.
- Led major initiatives, including a full Squarespace website and branding redesign (2023) and the build, launch, and management of a multi-tier Patreon (2024), overseeing content strategy, copywriting, and creative execution; developed web pages and sales copy for retreats and the School of the Tantric Arts.
- Trained and supported junior VAs, serving as the primary point of contact for workflows, task guidance, and team operations.

Supported the business through a multi-year growth phase, spanning studio services, retreats, practitioner training, and subscription-based content.

SUNSET AND THE MOCKINGBIRD

FEB 2025 – NOV 2025

Virtual Assistant

- Assisted with film festival submissions and communications, managing applications through FilmFreeway.
- Created social media content for festival announcements and promotional posts.
- Supported marketing and press initiatives, including writing press releases and maintaining press contact lists via CisionOne.
- Managed website updates and supported screening logistics in collaboration with Starhouse Media and partners such as Cure Alzheimer's.
- Coordinated festival-related communications and materials, ensuring accurate information across platforms and partners.

Film screened at nine festivals, winning Best Short Documentary at the Montreal International Black Film Festival and premiered at DOC NYC.

THE GREEN ROOM YOGA

JUN 2023 – FEB 2024

Virtual Assistant

- Created social media content and visual assets to promote classes and studio offerings.
- Managed class scheduling and booking administration across Acuity, Rezeve, and ClassPass.
- Added events and specific classes to Facebook Events, Eventbrite, Megatix, and other relevant channels.
- Supported ongoing studio updates, including class changes, schedule adjustments, and information edits across platforms.
- Provided general administrative support and handled ad-hoc requests to support daily studio operations.

FREELANCE PROJECTS

DELANEY RUSTON, MD

FEB 2025 – MAY 2025

- Migrated and redesigned websites for documentary films Unlisted and Hidden Pictures from WordPress to Squarespace.

KAMA HEALING

JUL 2024 – SEP 2024

- Website assistance and social media content creation for launch period; proofed copy, suggested edits, and produced visuals.

THE CHEF AND NUTRITIONIST – CHICKY HAMPSHIRE

MAY 2024 – JUN 2024

- Developed client intake systems and documentation for onboarding process.

WILLIAM G NASH FOUNDATION

NOV 2023 – JAN 2024

- Supported digital communications and newsletters, updated mailing list, and LinkedIn profile.

SKILLS

Executive & Admin Support:

CEO correspondence and follow-ups, onboarding coordination, scheduling, workflow support

Operations & Systems:

Backend system support, CMS management, booking platforms, technical support

Creative & Communications:

Copywriting, social media content, newsletters, website content, branding support